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El Paso Has Unique Electric Plant, Operated Entirely by Experts and, as a matter of fact, it is exnotly as good as new. The Southwestern company is prepared to furnish estimates, erect and instal electric plants of every description—from the largest to the smallest. Only reconstly this company erected the power lines from White Oaks to Carrizozo, N. M., to furnish lighting for Carrizozo, and similar lines are now contemplated between White Oaks and Parsons, N. M. That plant of the Southwestern

Among the many factors which have joined in winning industrial supremacy for El Paso, a place of first importance must be assigned to the Southwestern Electric and Machine company, of San Francisco streat, the only establishment within a radius of 500 miles which is equipped for the rewinding, rebuilding and expert repairing of motors and generators of every type. It is scarcely necessary to say that a plant of this character, operated by an organization of experis, has proved of inestimable benefit to owners of electrical plants throughout the southwest, saving thousands of dollars amountly in time and freight charges.

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The Southwestern Electric and Machine company was organized something over four years ago and is incorporated with a capital stock of \$5000. Its success, as has already been said, is largely the result of a personnel composed of recognized experts.

Elmer Slaughter, the general manager, has had a practical, electrical experience equalled by few men in the United States. He becan his life work in 1833, when the electrical industry was still in its infance—at a time when George Westinghouse was etill operating his modest Garrison Alley plant at Allegheny, Pa. After serving his apprenticeship,

That plant of the Southwestern company is complete in every particular and that its organization is one of genuine experts may be suggested by the statement that there was recently returned, good as new, to the Gila Valley Gas and Electric company at Safford, Ariz, a 20-kilowatt, 2200-volt, 60-cycle generator with exciter, which had been completely hurned out by an external fire. John of this character have maturally won for the Southwest-ern company a patronage which

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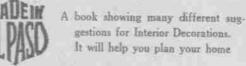
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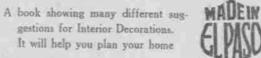
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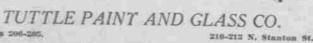


FREE!

FREE!! FREE!!!







Mr. Slaughter was employed by the Sprague Electrical company of New Jersey, and, as a representative of that company, assisted in the erection at Sacramento, Calift, of the first electric street railway on the Pacific coast. He also directed the srection of the first givest railway system at Lansing. Mich., and was with the company there is reasonable to the first size of the American for the United Staughter srected an electric haulage system for the White Knob Copper company; later he was superintendent for the Capital Electrical Engineering commany of Lansing. tendent for the Capital Electrical Engineering commany of Lausing, Mich, and in 1998, just before coming to El Phan, he installed seven sub-stations for the Los Angeles, Calif., Pacific Railway. Mr. Shaughter was the organizer of the Southwestern Electrical Engineering company of this city, later absorbed by the United Supply company. Then after serving some time as bend of the electrical department of Krakuner, Zork & Moye's, he became associated with the Southwestern Electric & Machine company in October, 1914.

J. H. Knost, vice president of

western Electric & Machine company in October, 1914.

J. H. Knost, vice president of the company, is a graduate of the Mississippi A. & M. college. Later he was employed for a year by the Allia-Chamers company, of Milwaukee, and then for two years at the great Westinghouse plant at East Pittshurg. Pa. He came to hi Pano in 1919 as a traveling representative for the Westinghouse company and is still employed in that responsible capacity.

F. I. Tibbetts, secretary and treasurer of the company, is a hi Pano man, having attended the local high school before attending the Oklahoma A. & M. College, where he was graduated in 1919. After spending two years at the Westinghouse factory, he returned to hi Paso and was employed for two years as a traveling representative of the Westinghouse people. Later he acquired an interest in the Southwestern company, and has been secretary and treasurer since 1914.

L J. Locks, recently resigned

secretary and treasurer since 1814.

L. J. Locks, recently resigned as president and manager of the company to become assistant superintendent of the City Waity Works, is a graduate of the Athany, Ala., Polytecanic Institute. He also had the advantage of two years, practical training at the Westinghouse factory, and was later a traveling representative of that company.

In connection with its cientre department, the Soutowestern company operates a fully equipped machine shop and is prepared for the manufacture of electric signs and special apparatus of many kinds. A complete line of gasoline engines and storage battery residence lighting plants is handled.

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